Building Business Prospects in the United States for Africa



Project Title	Building Business Prospects in the United States for Africa
Summary	Support the U.S. Prosper Africa Initiative, a U.S. government project to increase two-way trade and investment between the United States and Africa. Produce and present research identifying the top products and services in demand in key African markets.
Country	United States

Project Description

Help U.S. businesses export to key markets in Africa. The U.S. Commercial Service (under the U.S. Department of Commerce-International Trade Administration) has a network of U.S. Export Assistance Centers (USEACs) across the United States with the mandate to help small and medium-sized businesses export overseas and find new markets. The Prosper Africa Initiative is looking closely at Africa, with its huge market potential, as an opportunity to grow U.S. exports and diversify market portfolios for U.S. companies. The project consists of four tasks and will be supporting the U.S. Export Assistance Center in Atlanta:

- 1) research the top products and services in demand in Africa. Key markets/countries will be provided to narrow research scope;
- 2) present "top products/services" findings to international trade team;
- 3) research U.S. companies in Georgia that manufacture or can provide the in-demand services for Africa; and
- 4) present findings of up to ten U.S. companies (based in Georgia) to the international trade team.

This background research is the essential first phase of a project geared toward specific engagement with U.S. businesses to promote markets in Africa and help U.S. businesses every step of the way toward making an export deal in Africa.

Required Skills or Interests

Skill(s)		
Analytical writing		
Data analysis		
Economic analysis		

Research	
Writing	

Additional Information

Looking for individuals with interests in the following areas: Africa, business development, exporting, international trade and finance, international business.

This is part I of a multi-pronged project. Must have good interpersonal and networking skills to be able to talk to U.S. businesses and companies in Africa. Must be able to work both independently and on a team.

Language Requirements

None